

Communicating the Transportation Infrastructure Issue



A Tale of Two Issues Brands

**Brands are symbols of value
that we connect with
emotionally.**



Our Brand





Public Education

Our Brand Image



Our Image?





Public Education's Brand Image

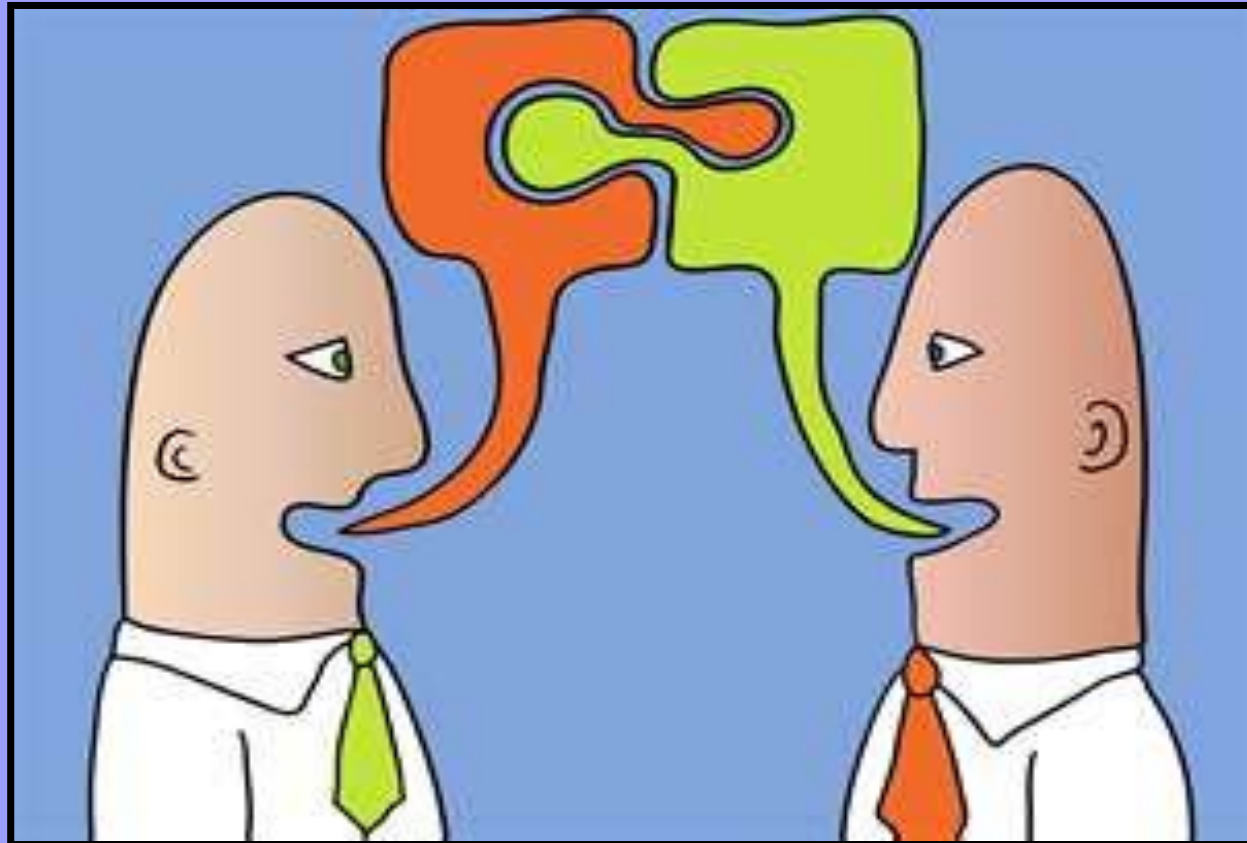
Us?





Them?

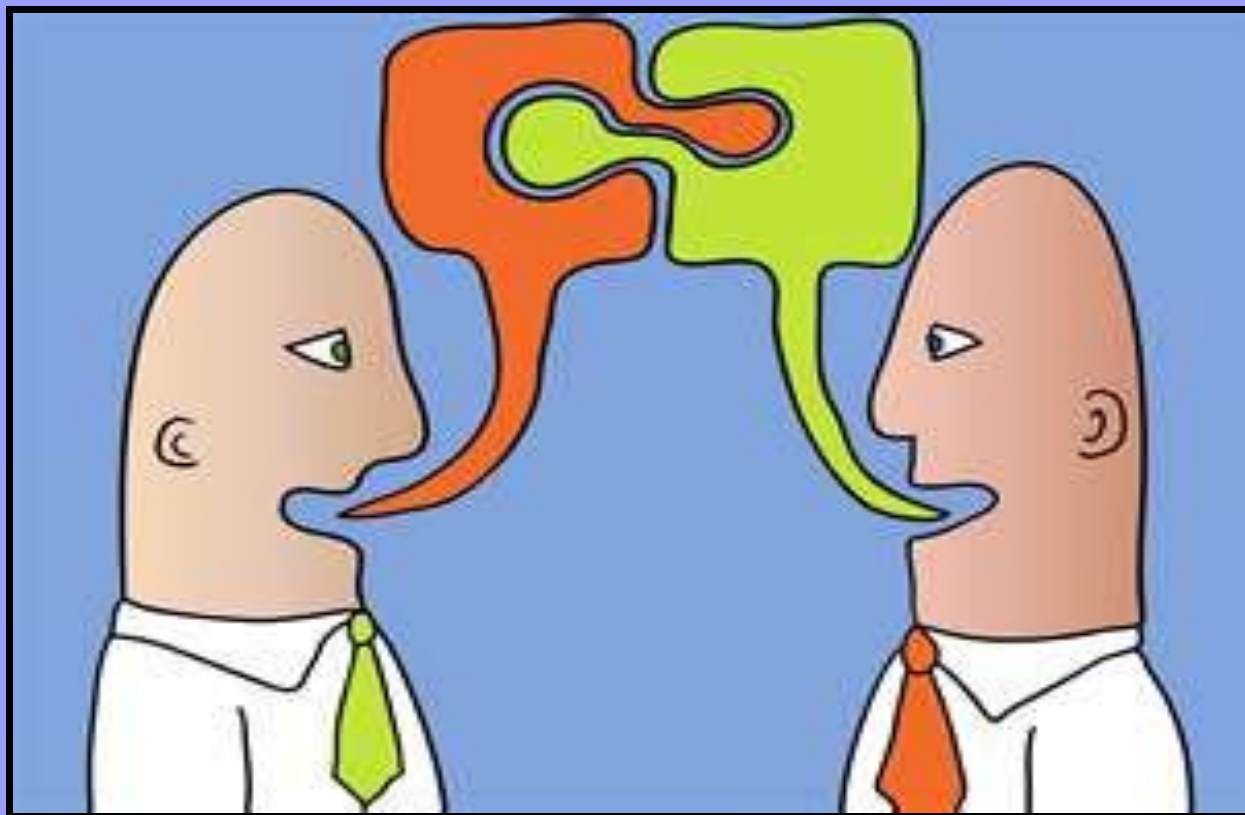
Our Conversation



Industry, “We need more money to fix bad roads.”

Customer, “Sorry, but we can’t afford that at this time.”

Public Education's Conversation



Industry, “We need more money to make sure no child is left behind.”

Customer, “We certainly can’t afford to let that happen.”

Which Has **Greater** Brand Equity?

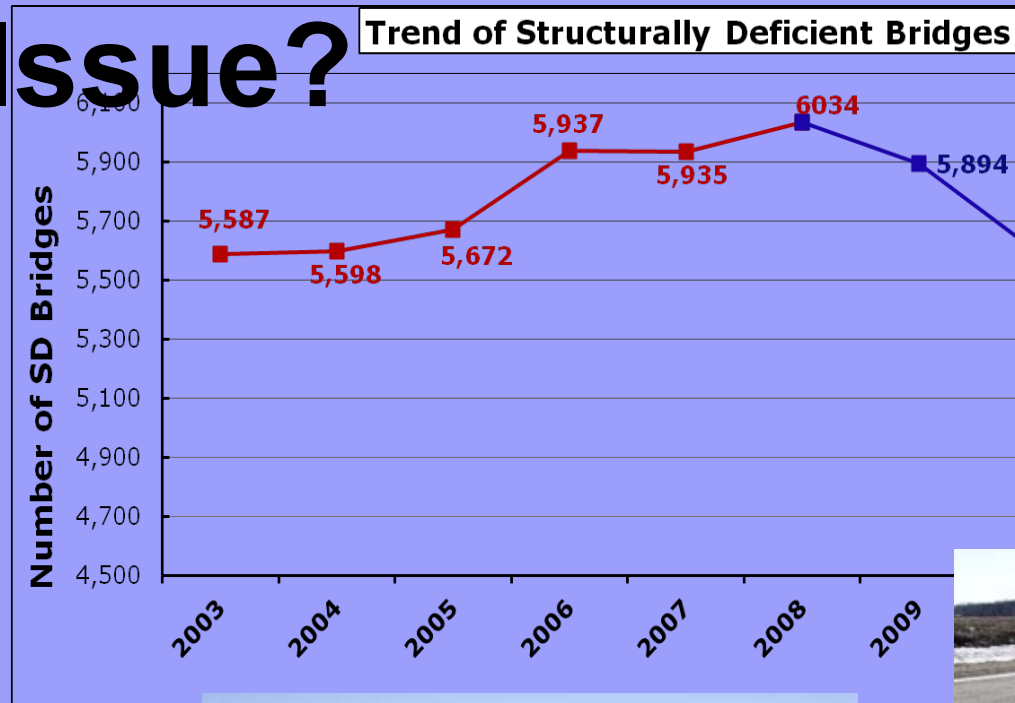
- **Consistency**
- **Awareness**
- **Loyalty**
- **Perception**
- **Quality**
- **Value**
- **Emotional Attachment**

Difficulty Connecting

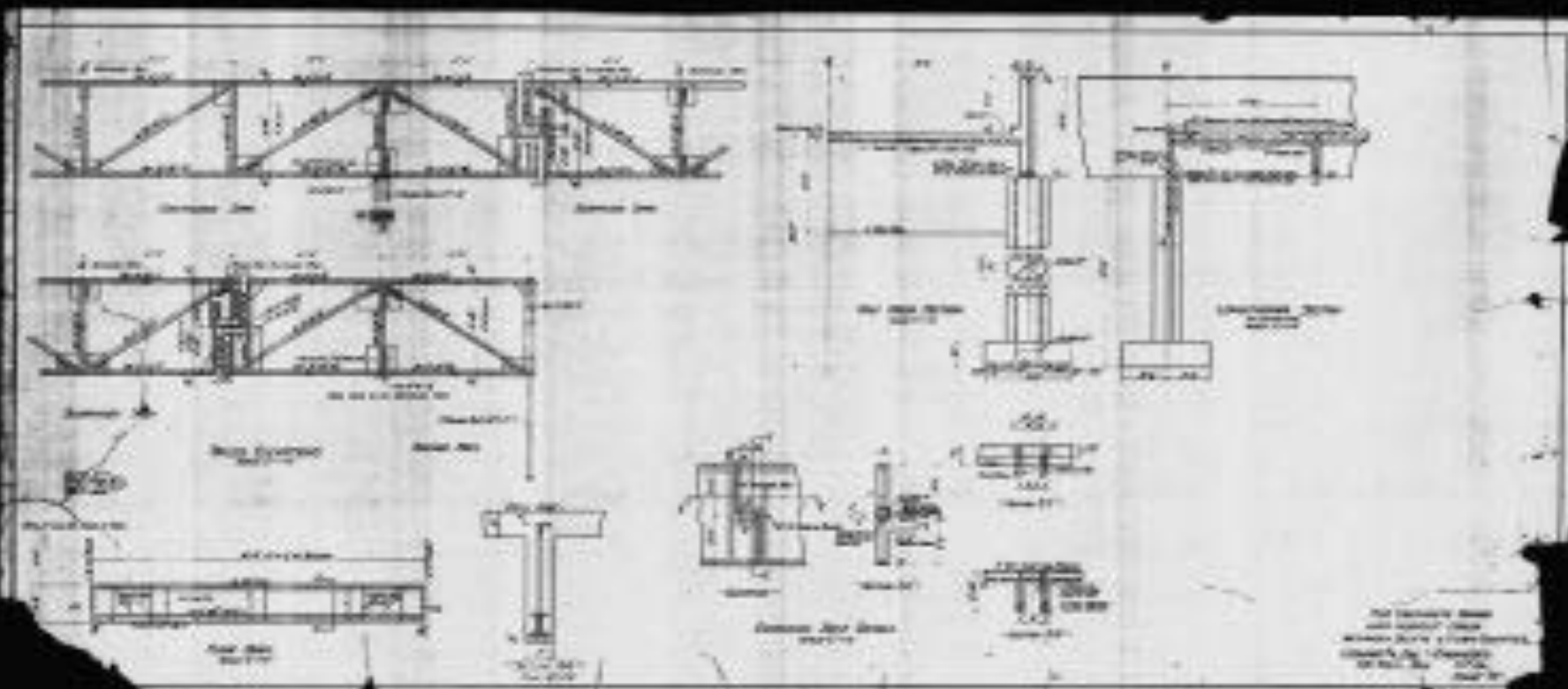
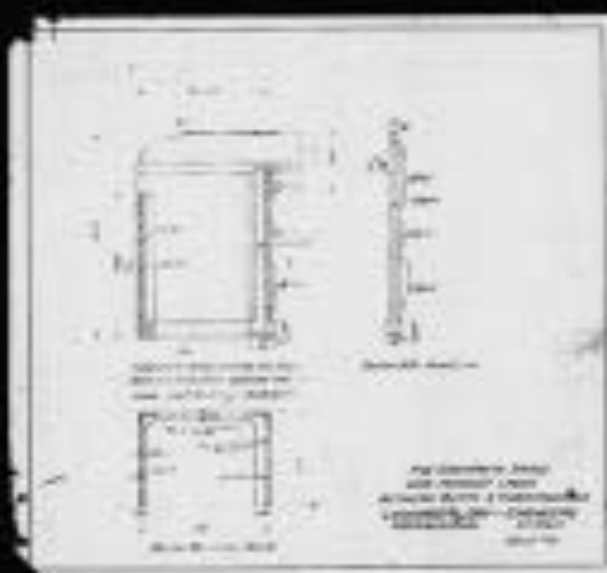
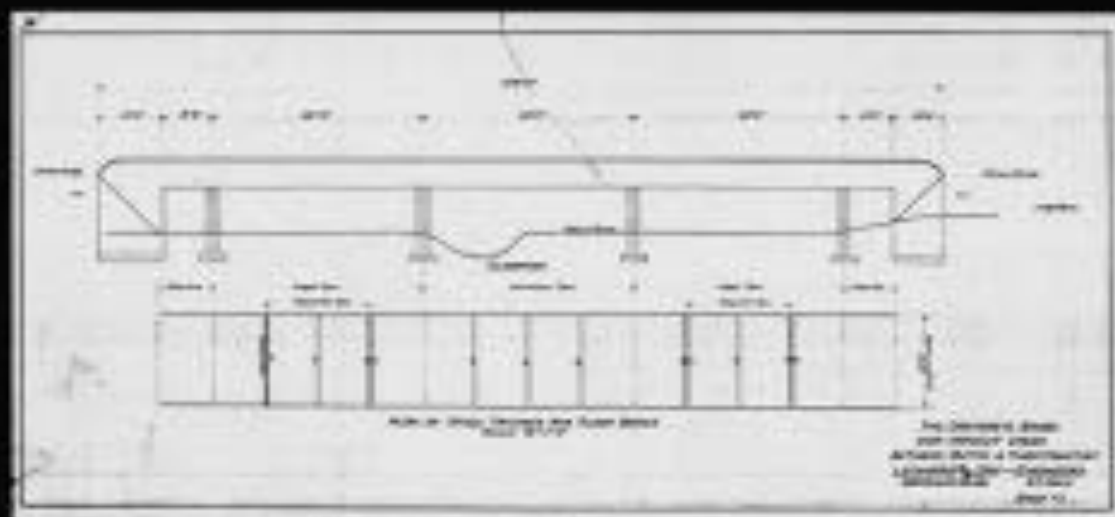
- No emotional connection to transportation.
- Public takes roads for granted.
- We cannot produce victims like education can on demand.
- No grassroots groundswell of support.



How Do We “Sell” Our Issue?



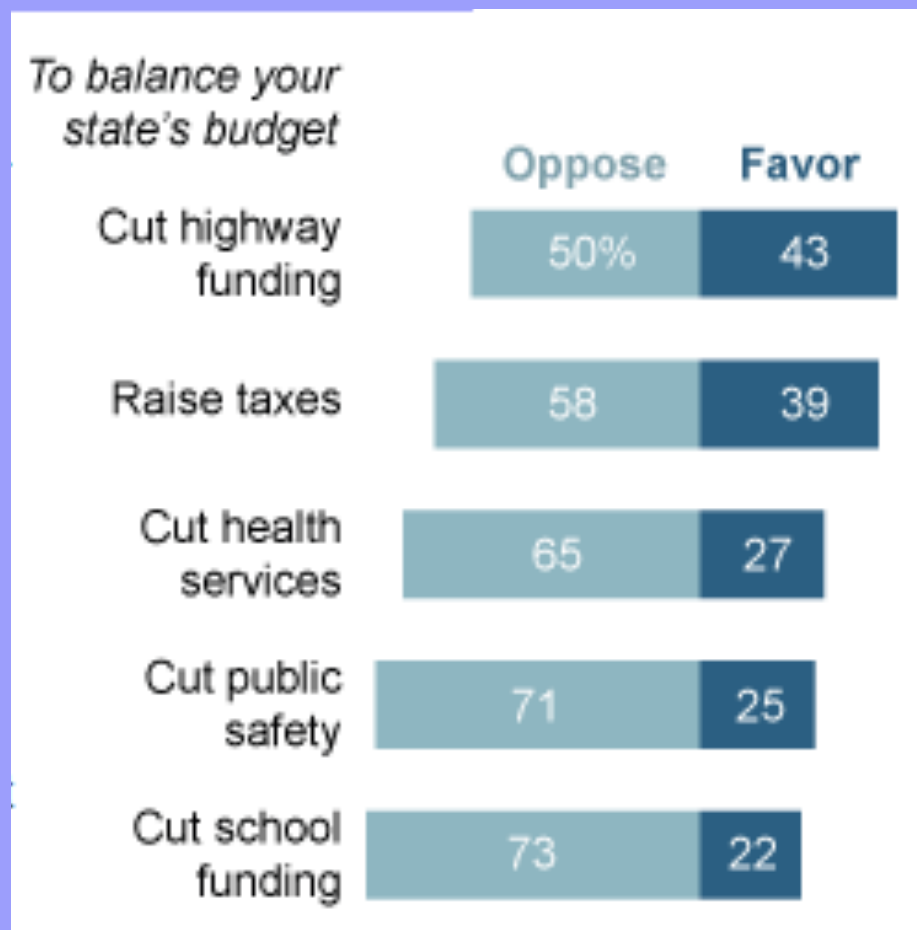




<u>MPMS #</u>	<u>SR</u>	<u>Title</u>	<u>Period</u>	<u>STUDY</u>	<u>PE</u>	<u>FD</u>	<u>UTL</u>	<u>ROW</u>	<u>CON</u>	<u>PRA</u>	<u>Total</u>
SEDA-COG											
Clinton-Highway											
57539	-	SEDA-COG Railroads RR High Type Crossing	1	0	0	0	0	0	194,000	0	194,000
			3	0	0	0	0	0	511,000	0	511,000
76205	-	Line Item Safety Safety Improvement	1	0	0	0	0	0	1,931,000	0	1,931,000
			2	0	0	0	0	0	3,243,000	0	3,243,000
			3	0	0	0	0	0	3,794,000	0	3,794,000
82367	-	SD Bridge Line Item Bridge Rehabilitation	1	0	0	0	0	0	4,511,059	0	4,511,059
			2	0	0	0	0	0	64,701,625	0	64,701,625
			3	0	0	0	0	0	109,288,000	0	109,288,000
82606	-	Line Item Maint Box Culv Bridge Replacement	1	0	0	0	0	0	117,800	0	117,800
82932	-	Line Item Enhance Transportation Enhancement	1	0	0	0	0	0	1,351,126	0	1,351,126
			2	0	0	0	0	0	1,603,000	0	1,603,000
			3	0	0	0	0	0	511,000	0	511,000
88700	-	SC Local Retro's Bridge Preservation Activities	1	0	0	0	0	0	319,000	0	319,000
81393	64	Big Fishing Creek-Porter (Township) Bridge Replacement	1	0	415,000	364,996	91,249	97,332	0	0	968,577
			2	0	0	0	0	0	2,631,864	0	2,631,864
3857	80	Clinton County ITS-Porter (Township) Miscellaneous	1	0	0	0	0	0	1,918,000	0	1,918,000
3806	120	SR 120 Slide Safety Imprv-Noyes (Township) Restoration	1	0	0	0	0	0	0	0	0
76158	120	Bridge over Tangascootac-Colebrook (Township) Bridge Replacement	1	0	350,000	0	0	0	0	0	350,000
82604	120	Group 2-09-ST3-East Keating (Township) Resurface	1	0	0	0	0	0	112,000	0	112,000

The Verdict?

Them!



**How Do We Better Connect
With People?**

Research 2008-2010

The public reacts positively to:

- **Safety**
- **Convenience**
- **Quality of life**
- **More time with my family**

NOT

- **6,000 structurally deficient bridges**
- **\$3 billion in un-met needs**

Safety

We don't want this!



Or this...



Convenience



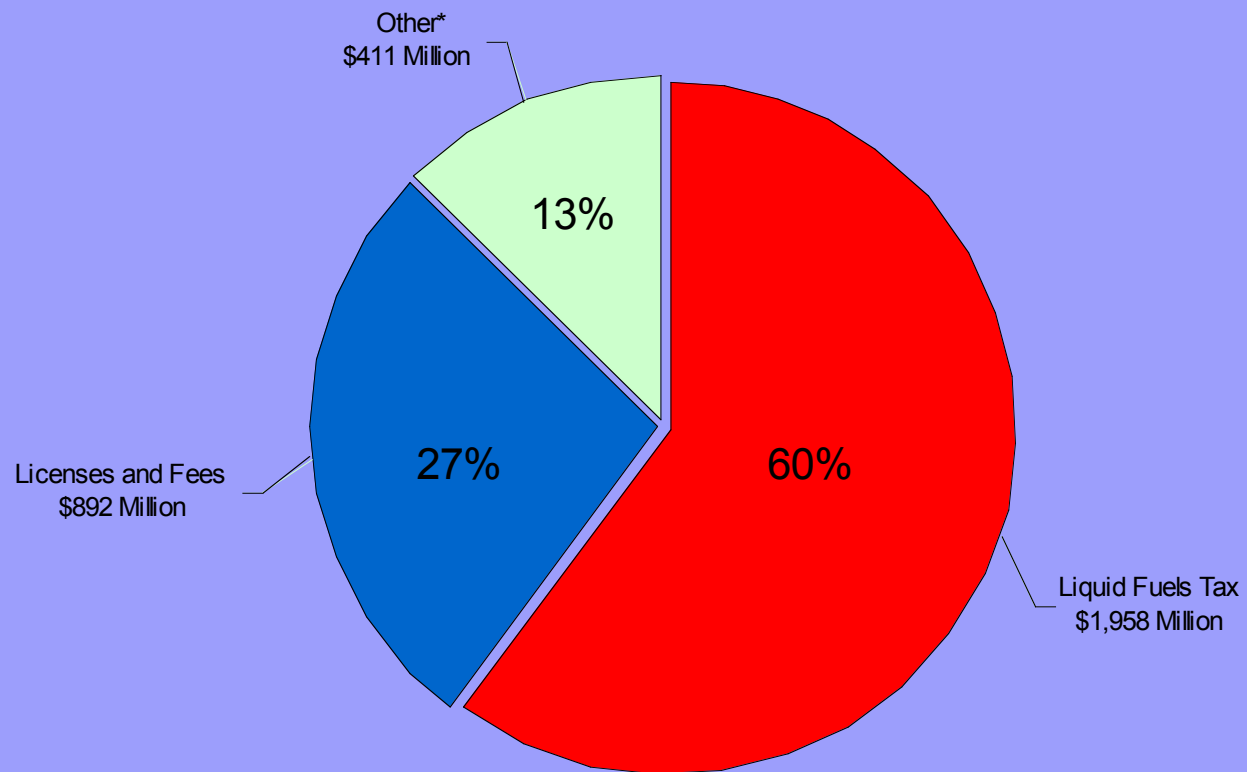
Quality of Life





PA Highway Funding Sources

2010-11 Motor License Fund Revenues
Total: \$3.261 Billion



Note: Chart reflects state funds only. In 2010-11, PA received approx. \$1.4 billion in federal funds for highway capital and maintenance activities

***Other Includes:**
-\$200 million from Turnpike
-\$159 million from Interest
Earnings
-\$30 million from
Fines/Penalties
-\$22 million from sales/misc.
revenue

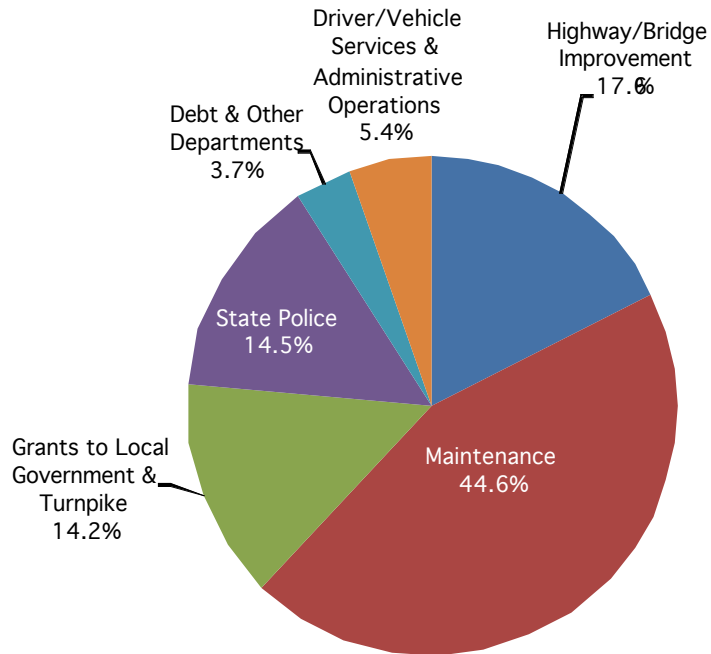
PA Highway Funding Sources

Funding Sources (2010-11)		In Millions
Federal Highway Funds		\$1,400
Vehicle and driver fees (Commercial and Private)		\$892
Cents Per Gallon at the Pump	12c/gal	\$744
Oil Company Franchise Tax*	19c/gal	\$1,214
Act 44 – Toll Bond Revenue		\$200
Interest, Fines, Misc. Sales		\$211
Total Funding		\$4,661

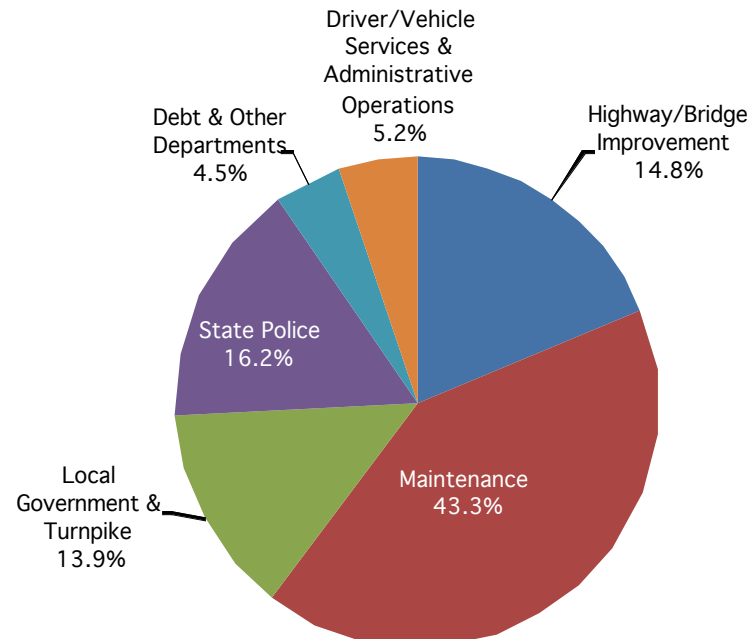
MOTOR LICENSE FUND

Percentage Allocation of State Fund Fiscal Year 2006 and Fiscal Year 2012
(Dollar Amounts in Thousands)

Fiscal Year ~~2006~~
Total: \$3,533,479



Fiscal Year ~~2011~~
Total: \$3,479,392



2006-07		Change From 2006-07	2011-12	
Highway/Bridge Improvement	\$ 620,759	\$ 34,065	Highway/Bridge Improvement	\$ 654,814
Maintenance	\$ 1,575,189	\$ (136,734)	Maintenance	\$ 1,438,400
Local Government & Turnpike	\$ 501,259	\$ (17,340)	Local Government & Turnpike	\$ 483,910
State Police	\$ 512,359	\$ 52,707	State Police	\$ 565,017
Debt & Other Departments	\$ 132,162	\$ 24,907	Debt & Other Departments	\$ 157,069
Driver/Vehicle Services & Administrative Operations	\$ 191,759	\$ (11,692)	Driver/Vehicle Services & Administrative Operations	\$ 180,000
Total	\$ 3,533,479	\$ (54,087)	Total	\$ 3,479,392



pennsylvania

GOVERNOR'S TRANSPORTATION
FUNDING ADVISORY COMMISSION



Recommended Funding Package

Sources (in millions) Highway/Bridge/Local/Transit

Funding Source	Year 1	Year 5
Cap and move \$300 million of State Police costs to General Fund	\$0	\$300
If PSP capped and not shifted to General Fund	\$0	\$0
Increase vehicle and driver fees to inflation (3% per year going forward), phased in for commercial vehicles over 26,000 pounds	\$383	\$574
Fuels: Uncap Oil company Franchise Tax (AWP) over five years	\$272	\$1,361
Fee and fine increases – Motor License Fund	\$17	\$172
Modernization and cost savings – Motor License Fund	\$10	\$66
Restructure Act 44 – Motor License Fund decrease	(\$200)	(\$200)
Restructure Act 44 – Transit increase	\$200	\$200
Dedicate 2% of existing Sales Tax revenue to transit	\$0	\$172
Total required Local Transit – 15% of new money, only if local option source enabled <ul style="list-style-type: none"> • Small Games of Chance (50) transit local funding • Local Transit match – other sources 	\$0	\$55.8
Modernization – consolidate/regionalize transit delivery	\$0	\$20
Total Funding	\$682	\$2,700
If PSP capped and not shifted to General Fund	\$682	\$2,400

Revenue from Shale Gas?



Revenue from Shale

Gas?

Unconventional Well Gas Fee (County Option)

Year 1	Year 2	Year 3	Year 4	Year 5
\$190	\$240	\$310	\$330	\$355

60% Distributed to Counties and Local Governments

40% Distributed to Commonwealth Agencies

25% of the 40% to PennDOT for redistribution to counties for bridge repair

Year 1	Year 2	Year 3	Year 4	Year 5
\$19	\$24	\$31	\$33	\$36

Thank You!

Questions

